

SERVICEMASTER CO  
Form 4  
March 05, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**CROMIE SCOTT J**

(Last) (First) (Middle)  
3250 LACEY ROAD, SUITE 600  
(Street)

DOWNERS  
GROVE, IL 60515-1700

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**SERVICEMASTER CO [SVM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/01/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

**GROUP PRESIDENT**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |                                   |
| Common stock \$.01 par value    | 03/01/2007                           |  | F                              | 2,297 (1) D \$ 13.35  | 52,936  | D  |                                   |
| Common stock \$.01 par value    |                                      |  |                                |   | 4,396 (2)   | I  | 401(k) plan                       |
| Common stock \$.01 par value    |                                      |  |                                |   | 9,280   | I  | by spouse                         |
| Common                          |                                      |  |                                |   | 1,111 (3)   | I  | Deferred                          |

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|                                    |  |  |  |     |   |                       |
|------------------------------------|--|--|--|-----|---|-----------------------|
| stock \$.01<br>par value           |  |  |  |     |   | Comp                  |
| Common<br>stock \$.01<br>par value |  |  |  | 880 | I | Cust. for<br>children |
| Common<br>stock \$.01<br>par value |  |  |  | 160 | I | Cust. for<br>nephew   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | Amount<br>or<br>Number<br>of Shares   |        |
|---|---|---|---|---|---|--|---|---------------------------------------|--------|
|   |   |   |   | Code                                    | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title                                 |        |
| 1998 Emplée.<br>Stock<br>Option(Right<br>to Buy)    | \$ 11.5   |   |   |   |   | 12/10/2000   | 12/31/2009  | Common<br>stock<br>\$.01 par<br>value | 36,522 |
| 1998 Emplée.<br>Stock<br>Option(Right<br>to Buy)    | \$ 18.075   |   |   |   |   | 01/29/2000   | 01/28/2009  | Common<br>stock<br>\$.01 par<br>value | 25,000 |
| 1998 Emplée.<br>Stock<br>Option(Right<br>to Buy)    | \$ 18.075   |   |   |   |   | 01/29/2000   | 01/15/2014  | Common<br>stock<br>\$.01 par<br>value | 21,000 |
| 1998 Emplée.<br>Stock<br>Option(Right<br>to Buy)    | \$ 18.2583  |   |   |   |   | 02/16/1999   | 02/15/2008  | Common<br>stock<br>\$.01 par<br>value | 27,000 |

|   |           |            |            |                                       |        |
|---|-----------|------------|------------|---------------------------------------|--------|
| 2000<br>Employee<br>Stock Option<br>(Right to<br>Buy) | \$ 8.75   | 08/08/2001 | 08/07/2007 | Common<br>stock<br>\$.01 par<br>value | 40,000 |
| 2000<br>Employee<br>Stock Option<br>(Right to<br>Buy) | \$ 9.88   | 03/18/2004 | 03/17/2013 | Common<br>stock<br>\$.01 par<br>value | 30,000 |
| 2000<br>Employee<br>Stock Option<br>(Right to<br>Buy) | \$ 10.3   | 12/18/2003 | 12/17/2009 | Common<br>stock<br>\$.01 par<br>value | 45,000 |
| 2000<br>Employee<br>Stock Option<br>(Right to<br>Buy) | \$ 10.52  | 03/16/2002 | 03/15/2008 | Common<br>stock<br>\$.01 par<br>value | 50,000 |
| 2000<br>Employee<br>Stock Option<br>(Right to<br>Buy) | \$ 13.83  | 02/08/2003 | 02/07/2009 | Common<br>stock<br>\$.01 par<br>value | 35,000 |
| 2003 EIP<br>Stock<br>Appreciation<br>Right            | \$ 10.73  | 02/13/2005 | 02/12/2014 | Common<br>Stock                       | 25,000 |
| 2003 EIP<br>Stock<br>Appreciation<br>Right            | \$ 12.45  | 02/14/2007 | 02/13/2016 | Common<br>Stock                       | 40,000 |
| 2003 EIP<br>Stock<br>Appreciation<br>Right            | \$ 12.575 | 03/10/2007 | 03/09/2016 | Common<br>Stock                       | 5,000  |
| 2003 EIP<br>Stock<br>Appreciation<br>Right            | \$ 13.44  | 02/11/2006 | 02/10/2015 | Common<br>Stock                       | 32,500 |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director   10% Owner   Officer   Other

CROMIE SCOTT J  
3250 LACEY ROAD, SUITE 600  
DOWNERS GROVE, IL 60515-1700

GROUP PRESIDENT

## Signatures

Cristen Kogl by power of  
attorney

03/05/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares withheld for the tax obligation on restricted stock vesting. Mr. Cromie has an agreement on file to automatically withhold shares for all vesting of restricted stock and restricted stock units. The agreement was pre-cleared and signed on August 3, 2005.
- (2) Includes shares purchased through the ServiceMaster Profit Sharing and Retirement Plan through February 28, 2007.
- (3) Includes shares purchased through the dividend reinvestment feature of the Deferred Compensation Plan through February 28, 2007.
- (4) The stock appreciation right is exercisable in five equal annual installments beginning on the first anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.